



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 8 April 2013
To: Commission on Architecture & Urban Design Members
Subject: **110 Main Street – Awning Signage**
Tax ID: 160.30-2-18
Case: CAUD 2013-13
Copies: T. Costello; G. T. Tedino; S. Thompson; file

A. Review Requested

On 2 April 2013, Senta Thompson, representing the tenants of the property, submitted an application for Design Review for the property located at 110 Main Street. This property is a designated Local Landmark property, and all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant proposes to install a new vinyl appliqué sign on the existing awning for new business going into the first floor commercial space. The proposed awning sign measures 16 feet long by 30 inches tall; this exceeds what is permitted in the C-1 District under the City of Binghamton Zoning Code, and a variance from the Zoning Board of Appeals will be required. The Applicant has submitted the application for this variance.

C. Signage Proposal

110 Main Street is located in the C-1, Service Commercial District and the following regulations apply:

Permitted

- All structural types
- 2 signs per frontage per activity
 - Awning sign
 - Max. size 16" tall by 6' long
- Illumination permitted

Proposed

Awning Sign
1 sign proposed

30" tall by 16' long
no illumination proposed

D. Staff Findings

The proposed size of the awning sign is appropriate for the size of the awning.

E. Photographs



Proposed sign design
(This renders a darker grey than actually proposed)



Sign mockup (provided by contractor)



Front façade – April 2013